

# INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

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In this index, material is listed by title, subject, author, and author's business connection, each entry referring to the month and page number. Broad subject headings are used; this is not a completely detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic* type, and short items are indicated by an (s), "Photo Visits" by (PV).

In using this index it will be helpful to keep in mind the nature of the contents of the magazine. DUN'S REVIEW AND MODERN INDUSTRY deals with facts, trends, authoritative opinions, and information in both specific and over-all management functions which contribute to successful operations. It serves chief executives who must consider the long-time influences of such forces. In each number are articles

by authorities in their fields or resulting from research activities. There are also departments which report and summarize business statistical data, as well as provide information on the latest developments of interest to management.

Statistical series compiled by the publisher, such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information, are subject indexed and can be located in the "Trend of Business" and "Compass Points of Business."

Statistical series compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, 99 Church Street, New York 8, N. Y.

This index is compiled by THE DUN & BRADSTREET BUSINESS LIBRARY, where more detailed information may be found in a cumulative card file.

**For more information:** Separate listings covering the books reviewed by the Executive Bookshelf department, and films reviewed by Films for Management may be found on page 4 of this index.



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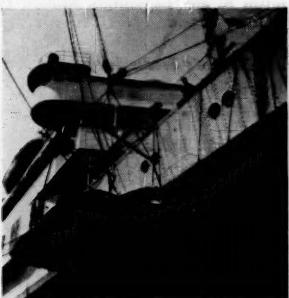
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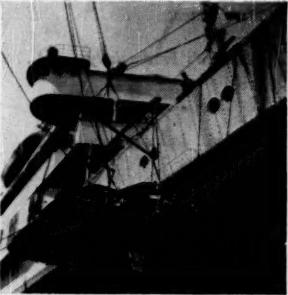
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Minnesota Mining & Mfg. Co. (s)	Jan. 37, 64 (s), Feb. 81 (s)
Miracle Adhesives Corp. (s)	Apr. 101 (s), May 69 (s)
Mitchell Mfg. Co.	Jan. 33
Mitchell, Walter, Jr.—How Can Trade Associations Avoid Anti-Trust Hazards?	Mar. 39
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Molding Specialists, Inc.	May 43
Molecular Sieve (s)	Jan. 61
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Monarch Aluminum Mfg. Co. (s)	June 89
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Monsanto Chemical Co.	Jan. 37, Feb. 81 (s)
Moorman, Wynant C.	June 64
Morale—How Foremen Get That Way	Jan. 44
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Motor Vehicles—Highway Construction	Apr. 39
Motorola, Inc. (s)	Apr. 80
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Multifinish Mfg. Co. (s)	Apr. 100
Mystik Adhesive Products (s)	May 69

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Naresco Equipment Corp. (s)	Feb. 100
National Assn. of Foremen (s)	Apr. 79
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National Bureau of Economic Research	Feb. 24, May 88
National Bureau of Standards (s)	Apr. 70
National Defense—Management's Role in Defense	Feb. 50
National Electrical Manufacturers Assn. (s)	Jan. 62
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John C. Best, Vice-Pres.	Mar. 37
National Industrial Conference Board	Jan. 42, Feb. 46
National Petro-Chemicals Corp. (s)	June 89
National Radiator Co.	Mar. 102
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National Wooden Pallet Mfrs. Assn. (s)	Jan. 61
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Naval Ordnance Research Calculator (s)	Feb. 99
Nelson Stud Welding Process (s)	June 94
Nestlé Co., Inc.	June 42
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Newberg, W. C. (s)	Mar. 8
Nickel	Feb. 42, Mar. 112 (s), June 90 (s)
North American Aviation, Inc.	Jan. 36
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Norton Co.	Jan. 35
Nuclear Development Associates, Inc.	Jan. 37
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Nylacore Corp.	May 44
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Occupational Health Services, Inc.	Feb. 45

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Accounting Machine (s)	Mar. 133
Camera, Identification (s)	Feb. 103
Color Selector (s)	Apr. 103
Computers, Electronic (s)	Feb. 98, Apr. 103
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Photocopy Machines (s)	Mar. 133, Apr. 101
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Organization Charts, Traffic	Mar. 8
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Paley, William S. (s)	May 12
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Paper, Wet-Strength (s)	Feb. 100
Parker Pen Co. (s)	Feb. 82, May 43
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Peerless Photo Products, Inc. (s)	Mar. 133
Pencils, Liquid Lead (s)	Feb. 82
Permacel Tape Corp.	June 69, 90 (s)
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Personnel Management—Is It Time to Change Jobs?	Mar. 47
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Petroleum Products	Apr. 41, 100 (s)
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Pfizer, Charles, & Co., Inc. (s)	May 70
Philco Corp.	Jan. 33
Phillips Petroleum Co.	Jan. 39, Feb. 46
Photo Visit	Jan. 23, Mar. 15, May 64
Photography, Film and Paper Processor (s)	Mar. 135
Piggy-back Operations	Mar. 101
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Pierson, Warren Lee (s)	Feb. 12
Pitney-Bowes, Inc., What Makes a Good President?	
Walter H. Wheeler, Pres.	Jan. 43
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Plant Equipment—More Productivity . . . for Pennies	Mar. 43
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Plant Layout	Jan. 23 (PV), May 98 (s)
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Executive Development—Economics	
Executives' New World	
Financial Techniques Tap New Markets	
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How Much Should a President Tell	
How to Buy a Company	
Management Self-Audit for Smaller	
Management's Role in Defense	
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Byers, A. M., Co. (s)	

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C. I. T. Financial Corp.	
Cadmium	
Calco Chemical Co.	
Cameras, Identification (s)	
Campbell Soup Co.	
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Caples, William G. (s)	
Carbide & Carbon Chemicals Co.	
Carbides (s)	
Carbon Dioxide (s)	
Carnegie Inst. of Technology, Managing in Defense, Melvin Anshen, Pro	
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Cellon, Ltd. (s)	
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Chemical Specialties Mfrs. Assn. (s)	
Chicago, University of—What GAW Means to Management, Thomas L. Whisler	
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Cincinnati Milling Machine Co (s)	
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Coatings	
Abrasion Tester (s)	
Aluminum, for (s)	
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Spray-on Foam, Resinous (s)	
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Colgate-Palmolive Co.	
Collective Bargaining—How to Learn Labor Unity (s)	
Color Selector (s)	
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Commercial Credit Corporation	
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Communications	
Business Courses (s)	
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Plastic Molded Parts Co.	May 43
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Fluorine (s)	Mar. 111
Glass Plastic Laminate (s)	Jan. 62
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Polyvinyl Chloride PVC (s)	Jan. 84
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Polyethylene (s)	June 89
Polymer Corp. of Pa (s)	Mar. 111
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Porcelain Enamel Coatings (s)	June 89
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Porous Plastic Filter Co. (s)	Mar. 111
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Product Development	May 43
Product Diversification—How to Buy a Company	Mar. 37
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Rhenium (s)	Apr. 72
Richardson Scale Co.	June 41
Robertshaw-Fulton Controls Co. (s)	June 112
Robertson, Rubelon B., Jr. (s)	Mar. 10
Rockwell, W. F., Jr. (s)	Jan. 14
Rockwell Mfg. Co., How Much Should a President Tell? W. F. Rockwell, Jr., Pres.	Feb. 47
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Sun Oil Co. (s)	Mar. 112
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Swenson Spreader & Mfg. Co. (s)	Jan. 89
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"Teflon" (s)	Mar. 111
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Tension Envelope Corp. (s)	Apr. 83
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SCANNING THE  
*Executive Bookshelf*

Each month the Executive Bookshelf, a DUN'S REVIEW AND MODERN INDUSTRY feature, reviews a number of current books pertaining to the business world and associated subjects of special interest to the business man. The books reviewed during January-June 1955 are listed below under the name of the author.

Baker, Alton W. and Davis, Ralph C. <i>Ratios of Staff to Line Employees and Stages of Differentiation of Staff Functions</i>	Jan. 81
Burgess, Eugene W. and Harbison, Frederick H. <i>United States Business Performance Abroad: The Case Study of Casa Grace in Peru</i>	Feb. 72
Columbia University, Graduate School of Business <i>What Makes an Executive?</i>	May 87
Corrigan, John D. <i>How to Build Profit Value in Your Sales Dollars</i>	Mar. 55
Dreyfuss, Henry <i>Designing for People</i>	May 87
Ferber, Robert <i>Factors Influencing Durable Goods Purchases</i>	June 59
Flippo, Edwin B. <i>Profit Sharing in American Business</i>	Apr. 97
Fortune Editors <i>The Changing American Market</i>	June 59
Gilbreth, Lillian M.; Thomas, Orpha Mae and Clymer, Eleanor <i>Management in the Home</i>	June 59
Grant, Eugene L. and Norton, Paul T. <i>Depreciation</i>	Apr. 97
Greathouse, Glenn A. and Wessell Carl J., eds. <i>Deterioration of Materials: Causes and Preventive Techniques</i>	Mar. 55
Harris, Seymour <i>John Maynard Keynes, Economist and Policy Maker</i>	Apr. 98
Heuter, Theodor F. and Bolt, Richard H. <i>Sonics</i>	Feb. 74
Industrial Relations Center, University of Minnesota <i>Leadership and Executive Development, A Bibliography</i>	Mar. 56
Du Pont, E. I. de Nemours & Co— <i>Chemistry Works for You, Right Down to the Finish</i>	Feb. 67
Bell Telephone Co.— <i>The Transistor</i>	Feb. 68
Cleveland Electric Illuminating Co.— <i>Land of Promise</i>	Apr. 66
Continental Can Corp.— <i>The Grocer and the Canny Dragon</i>	June 99
Corning Glass Works— <i>Glass and You</i>	Apr. 63
Dartnell Corp.— <i>How to Sell Quality</i>	Apr. 63
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Westinghouse Electric Corp.	Jan. 23, 34
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Victor Adding Machine Co. (s)	Feb. 98
Visual Production Planning, Inc. (s)	May 98
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Sprague Devices, Inc.	May 43
Standard Oil Development Co. (s)	Jan. 64
Standard Register Co. (s)	Apr. 82
Stanford Research Institute (s)	Apr. 73
Stanley Home Products, Inc.	June 42
Steel—Highway Construction	Apr. 41
Steel, Stainless	Feb. 43, May 74 (s)
Steps Toward Employment Stabilization	Jan. 31
Stewart Instrument Co. (s)	May 97
Stokvis-Edera & Co. (s)	Jan. 89
Stone & Webster Eng. Corp.	Jan. 37
Storage, Underground (PV)	May 64
Strick Co.	Mar. 102
Strikes—Steps Toward Employment Stabilization	Jan. 31
Stuart, D. A., Oil Co., Ltd. (s)	Mar. 111
Sub-Flooring, Steel (s)	May 100
Submarine Thermal Reactor (STR)	Jan. 39
Sun Oil Co. (s)	Mar. 112
Supervision—How Foremen Get That Way	Jan. 44
Surface Combustion Corp.	Jan. 35
Swenson Spreader & Mfg. Co. (s)	Jan. 89
Syntron Co. (s)	Apr. 102

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Tantalum	Feb. 43
Tapes, Measuring (s)	Feb. 82
Tapes, Industrial (s)	May 69
"Keflon" (s)	Mar. 111
Television (s)	Mar. 128, Apr. 69
Tempo Corp. (s)	Mar. 131
Tension Envelope Corp. (s)	Apr. 83
<b>Testing and Control</b>	
Abrasion Tester (s)	Apr. 70
Adding Machine Tester (s)	May 74
Booklets (s)	May 72
Electronic Control (s)	May 98
Fitting Your Product to the Atomic Age: Part I.	Jan. 36
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Gage Blocks (s)	May 100
Heating Control (s)	Jan. 87
Hydraulic Brake Fluids (s)	June 94
Metal Comparator (s)	Jan. 64
Oil Test (s)	Apr. 100
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Thompson Products Co.	Apr. 44
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U. S. Department of the Interior, Water: Government Plans and Policies, Douglas McKay, Secy.	Apr. 49
U. S. Engineering Co. (s)	May 97
U. S. Geological Survey	Apr. 58
U. S. Public Health Service	Feb. 46
U. S. Rubber Co.	Mar. 86, June 69
U. S. Steel Corp.	Jan. 16 (s), Apr. 12 (s)
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U. S. Steel Foundation, Inc.	May 48
Universal Winding Co.	Jan. 35
Updegraff, Robert R., Balancing America's Productivity	Apr. 37
Upjohn Co., The (s)	Mar. 125

**SCANNING THE  
Executive Bookshelf**

Each month the Executive Bookshelf, a DUN'S REVIEW AND MODERN INDUSTRY feature, reviews a number of current books pertaining to the business world and associated subjects of special interest to the business man. The books reviewed during January-June 1955 are listed below under the name of the author.

Baker, Alton W. and Davis, Ralph C.	
<i>Ratios of Staff to Line Employees and Stages of Differentiation of Staff Functions</i>	Jan. 81
Burgess, Eugene W. and Harbison, Frederick H.	
<i>United States Business Performance Abroad: The Case Study of Casa Gracia in Peru</i>	Feb. 72
Columbia University, Graduate School of Business	
<i>What Makes an Executive?</i>	May 87
Corrigan, John D.	
<i>How to Build Profit Value in Your Sales Dollars</i>	Mar. 55
Dreyfuss, Henry	
<i>Designing for People</i>	May 87
Ferber, Robert	
<i>Factors Influencing Durable Goods Purchases</i>	June 59
Flippo, Edwin B.	
<i>Profit Sharing in American Business</i>	Apr. 97
Fortune Editors	
<i>The Changing American Market</i>	June 59
Gilbreth, Lillian M.; Thomas, Orpha Mae and Clymer, Eleanor	
<i>Management in the Home</i>	June 59
Grant, Eugene L. and Norton, Paul T.	
<i>Depreciation</i>	Apr. 97
Greathouse, Glenn A. and Wessell Carl J., eds.	
<i>Deterioration of Materials: Causes and Preventive Techniques</i>	Mar. 55
Harris, Seymour	
<i>John Maynard Keynes, Economist and Policy Maker</i>	Apr. 98
Heuter, Theodor F. and Bolt, Richard H.	
<i>Sonics</i>	Feb. 74
Industrial Relations Center, University of Minnesota	
<i>Leadership and Executive Development, A Bibliography</i>	Mar. 56

**FILMS FOR MANAGEMENT**

Industrial movies have become important factors in to-day's business world. To keep management abreast of the latest, DUN'S REVIEW AND MODERN INDUSTRY reviews the best of these films every other month.

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Bell Telephone Co.—The Transistor	Feb. 68
Cleveland Electric Illuminating Co.—Land of Promise	Apr. 66
Continental Can Corp.—The Grocer and the Cannery Dragon	June 99
Corning Glass Works—Glass and You	Apr. 63
Dartnell Corp.—How to Sell Quality	Apr. 63

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Vanadium	Feb. 43
Van Norman Co.	Jan. 35
Victor Adding Machine Co. (s)	Feb. 98
Visual Production Planning, Inc. (s)	May 98
Vitro Corp. of America	Jan. 37
Voice of Industry	Jan. 14, Feb. 12, Mar. 8
	Apr. 12, May 12, June 14

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Wakefield Brass Co. (s)	Jan. 86
Waste Disposal	Apr. 51
Water	
<i>Flotation System (s)</i>	May 93
<i>Government Plans and Policies</i>	Apr. 49
<i>Industrial History (s)</i>	May 93
<i>Industry's Profitable Problem Child</i>	Apr. 47
<i>What Industry Can Do About It</i>	Apr. 51
Weekly Business Signposts	Jan. 53, Mar. 25
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Wendt-Sonic Co. (s)	Apr. 102
West Disinfecting Co. (s)	Jan. 62

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Westinghouse Electric Corp.	Jan. 23, 34
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What Makes a Good President?	Jan. 43
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Whisler, Thomas L., What GAW Means to Management	June 48
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As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic* type, and short items are indicated by an (s), "Photo Visits" by (PV).

In using this index it will be helpful to keep in mind the nature of the contents of the magazine. DUN'S REVIEW AND MODERN INDUSTRY deals with facts, trends, authoritative opinions, and information in both specific and over-all management functions which contribute to successful operations. It serves chief executives who must consider the long-time influences of such forces. In each number are articles

by authorities in their fields or resulting from research activities. There are also departments which report and summarize business statistical data, as well as provide information on the latest developments of interest to management.

Statistical series compiled by the publisher, such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information, are subject indexed and can be located in the "Trend of Business" and "Compass Points of Business."

Statistical series compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, 99 Church Street, New York 8, N. Y.

This index is compiled by THE DUN & BRADSTREET BUSINESS LIBRARY, where more detailed information may be found in a cumulative card file.

**For more information:** Separate listings covering the books reviewed by the Executive Bookshelf department, and films reviewed by Films for Management may be found on page 4 of this index.

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Mausz, E. C.	Oct. 77
Maytag Corp. (s)	July 64
Mergers, An Outlook on	Oct. 45
Mesker Bros. Iron Co. (s)	Nov. 70
Metal Forming Methods (s)	Sept. 125
Metal Hydrides, Inc.	Oct. 42
Metal Overlays (s)	July 63

Metallograph—Camera Attachment (s)	Oct. 119
Metalizing Engineering Co. (s)	July 63
Michigan Tool Co.	July 37
Michigan, University of	Aug. 38
Microfilmng Machine (s)	Dec. 91
Micro Metallic Corp. (s)	Dec. 72
Middleton, Carl	Nov. 53
Midwest Research Institute	Dec. 46
Micelle Printing Press & Manufacturing Co. (s)	Sept. 131
Millipore Filter Corporation (s)	Dec. 72
Minnesota Mining and Manufacturing Co.	Nov. 41, 70, 116
Mobay Chemical Co. (s)	Aug. 64
Moffitt, D. S.—Effective Reports for Sound Decisions	July 33
Monarch Aluminum Manufacturing Co. (s)	Nov. 70
Money in Circulation, See Weekly Business Signposts	
Monroe Calculating Machine Co.	Sept. 120 (s), Oct. 94
Monsanto Chemical Co.	Aug. 64 (s), Dec. 46
Montgomery Ward & Co.	Oct. 57
Moore Business Forms, Inc.	Oct. 102
Moore, Jess L., Jr.	Dec. 88
Morse, Philip M.	Dec. 46
Mortensen, Tage A.	Dec. 89
Mortimer, Charles G. (s)	Nov. 26
Morton, Herbert C.—Putting Words to Work	Sept. 43
Motorola, Inc.—Ideas—By the Hundreds, Robert Galvin, Exec. Vice-Pres.	Dec. 41
Motorola, Inc.	July 36, Sept. 32
Murphy, William B. (s)	Aug. 16

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National Aniline Div., Allied Chemical & Dye Corp. (s)	Aug. 64
National Association for Mental Health (s)	Oct. 134
National Association of Manufacturers	Oct. 134, Dec. 50
National Bank of Detroit (PV)	Dec. 23
National Bureau of Standards (s)	Aug. 62
National Cash Register Co.	Nov. 116
National Container Corp.	Aug. 42
National Industrial Conference Board	July 79, Aug. 42
National Lead Co.	Oct. 44
National Lumber Manufacturers (s)	Dec. 58
National Office Management Association (s)	Dec. 87
National Research Council	Dec. 46
National Supply Company (s)	Nov. 68
National Transportation Policy Report	Nov. 46
National Trust Co., Ltd. of Toronto (PV)	Dec. 23
National Vacuum Molding Corp.	Nov. 56
National Vulcanized Fiber Co. (s)	Dec. 74
Naugatuck Chemical Co. (s)	Sept. 69
New Haven Clock & Watch Co. (s)	Sept. 132
New Jersey Zinc Co.	Oct. 90
New Methods and Materials	July 63, Oct. 119, Nov. 67, Dec. 69
New York Stock Exchange	Aug. 42
New York Telephone Co.	Oct. 90
Nickel (s)	Dec. 71
Noble, Carl E.	Dec. 88
Nomco Chemical Co. (s)	Dec. 69
Nooter Corp. (s)	Dec. 69
New Trend in Design?	July 34
Northern States Power Co. (s)	Sept. 32
Norton Co.	Aug. 61 (s), Sept. 75, Nov. 72 (s)
Nuclear Materials	Oct. 42
Nylon Fibers, Industrial Use (s)	Nov. 72

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Oberndorfer, Abbott (s)	Dec. 58
Office Buildings (s)	Dec. 57

<b>Office Equipment</b>	
Bookkeeping Machines (s)	Nov. 116
Cabinets (s)	Aug. 85
Dictation Machines (s)	Sept. 133
Duplication Machines (s)	Dec. 91
Fifful Beginnings of Office Automation	Oct. 55
Integration Case Study	Oct. 69
27 Companies Evaluate Impact	Oct. 77
Equipment Producers Expand the Concept	Oct. 93
Where Do You Go from Here?	Oct. 105
Folding Machines (s)	Nov. 115
Microfilming Machine (s)	Dec. 91
Public Speaking Aid (s)	Nov. 116
Typewriters (s)	Dec. 92
Olney, Fred (s)	Oct. 133
Operations Research Society of America	Dec. 46
Orkin Exposures Management (s)	Dec. 77
Otterstrom, W. F.	Oct. 78
Outlook on Mergers, An	Oct. 45
Owens-Illinois Glass Co. (s)	Dec. 69

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### Packaging

Baling Machines (s)	Oct. 144
Box Design (s)	Oct. 145
Bulk (s)	July 83
Cushioning (s)	Sept. 66
Designing, Cigarette Industry (s)	Nov. 76
Distilled Spirits (s)	Nov. 75
Filler (s)	Sept. 131
Formed Sheetng	Nov. 53
Nylon Paper (s)	Nov. 67
Plastic Product (PV)	Oct. 127
Polyethylene Tubes (s)	Dec. 58
Shipping Containers (s)	Aug. 85
Strapping Machine (s)	Oct. 143
Pall Filtration Cos. (s)	Dec. 72
Pallet, Expendable (s)	Nov. 114
Plastic (s)	Oct. 143
Panels, Metal (s)	July 63
Paper (s)	Nov. 67
Park & Tilford Distillers Corp.	Oct. 45
Parker Appliance Co. (s)	Sept. 152
Paths to Leadership	Oct. 37
Pension Plans (s)	Oct. 133
Personal Assets, Income and Short-Term Debt	Nov. 20
Personal Spending and Savings, See Compass Points	
Persons, Ralph C.—How to Diversify and Centralize	Sept. 41
Petroleum (s)	Aug. 61
Pfizer, Charles & Co. (s)	Sept. 30
Philip Morris Co. (s)	Nov. 76
Photo Visit	Sept. 125, Oct. 127, Nov. 85, Dec. 23
Photography, Industrial Use (s)	Oct. 119
Pillsbury Mills, Inc.	Oct. 45
Pinkney, James F.	Nov. 46
Pitney-Bowes, Inc. (s)	Nov. 41, Nov. 99
Pittsburgh Plate Glass Co.	Nov. 97 (s), Dec. 50
Plant Equipment Expenditures, See Compass Points	

### Plastics

Chlorinated Polymer (s)	July 66
Foamed (s)	Aug. 64, Dec. 69
Formed Sheetng	Nov. 53
New Trend in Design?	July 34
Nylon (s)	Nov. 72
Packaging Film (PV)	Oct. 127
Pallet (s)	Oct. 143
Panelling (s)	Dec. 91
Pneumatic Cushions (s)	Oct. 124
Polystyrene (s)	July 63
Sandwich Materials (s)	July 63
Welding to Metal (s)	Sept. 69
Plastic Artisans, Inc.	Nov. 53
Platen, Magnetic (s)	Sept. 131
Platt, William J.	Dec. 89
Pleasure, Profits, and Passports	Oct. 49
Plymouth Motor Corp.	Nov. 55
Pneuma-Serve, Inc. (s)	Sept. 133
Pneumatic Cushions (s)	Oct. 124
Polishing Wheel, Metal (s)	Nov. 116
Polymer Corp. (s)	July 66
Popular Manufacturing Co. (s)	Sept. 133
Population Statistics, See Compass Points of Business	
Porous Materials (s)	Dec. 71
Porous Plastic Filter Co. (s)	Dec. 72
Power Screwdrivers (s)	Aug. 87
Power Units, Mobile (s)	Sept. 131
Prairie Schooner, Inc. (s)	Oct. 146
Presidents, See Executive	
Presidents Wanted	Dec. 39
Price, Waterhouse & Co.	Oct. 90

### Prices

Consumer Price Index	July 23, Sept. 20
Industrial Stock	July 23, Sept. 20
Wholesale Commodity	Oct. 24, Dec. 14
Industrial Stock Average; Retail; Wholesale;	
See Compass Points of Business; Weekly Business Signposts	

Princeton University	Dec. 54
Product Development—Paths to Leadership	Oct. 37
Products, New—New Trend in Design?	July 34
See Also, Here and There in Business; New Methods and Materials	

### Production

Formed Sheetng	Nov. 53
New Trend in Design?	July 34
Paths to Leadership	Oct. 37
What They've Learned in 20 Years Against Corrosion	Aug. 36
Zirconium: New Metal for Industry?	Oct. 42
See also, New Methods and Materials; High-lights and Sidelights; Photo Visits; Industrial Production; Compass Points of Business; Trend of Business	

Profit and Loss Charts— <i>Three Guides to Profit Control</i>	Nov. 57
Psychology, Industrial	July 39
Purolator Products, Inc.	Nov. 41
<i>Purpose of a Business, The</i>	Nov. 51
<i>Putting Words to Work</i>	Sept. 43

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Quality Control (s)	Sept. 32
Reputation (s)	Sept. 36
Quality, Indications of (s)	Sept. 30

— R —

Radio Interference (s)	Oct. 33
Ramo-Wooldridge Corp.	Dec. 46
RapiDesign (s)	Nov. 116
Rautenstrauch & Villers— <i>Three Guides to Profit Control</i> , Raymond Villers	Nov. 57
Ray, Benedict— <i>Dog Days In the Conference Room</i>	Dec. 48
Raymond Corp. (s)	July 86
Refrigeration, Industrial Use (s)	Nov. 98
Reinecke, Jean	July 34
Reinfeld, Nyles V.	Dec. 46
Republic Steel Corp.	Oct. 57
Research and Development Laboratories (s)	Aug. 66
Research, Industrial (s)	Sept. 15, Nov. 99
<i>What They've Learned in 20 Years Against Corrosion</i>	Aug. 36
Research Institute of America (s)	Nov. 76
Resins, See Plastics	

**Retail**

Consumer Study (s)	Sept. 111
Fair Trade (s)	Dec. 79
<i>How Much Thinking before Buying?</i>	Aug. 38
<i>New Trend in Design?</i>	July 34
Sales	July 23, Aug. 28, Sept. 20 Oct. 24, Dec. 14
Sales and Inventories, See <i>Compass Points</i>	
Retirement (s)	Oct. 134
Revere Copper & Brass, Inc. (s)	Sept. 34, Nov. 70
Richardson, A. C. (s)	Oct. 125
Richfield Oil Corp.	Nov. 41
Riegel Paper Corp. (s)	Nov. 67
<i>Risk Management: A Management Approach to Risk Problems</i>	
<i>Management Outlook</i>	July 47
<i>Building a Sound Program</i>	July 51
<i>Checks and Balances</i>	July 59
Robertshaw-Fulton Control Co. (s)	Oct. 143, Dec. 78
Rockwell Manufacturing Co.	Oct. 57
Rohn, E. B.	Oct. 82
Rolley, Inc. (s)	Dec. 58
Rothschild, Louis S.	Nov. 46
Royal Typewriter Co. (s)	Sept. 120
Rubber-Resin "Alloy"	Nov. 55
Rutz, William E. (s)	Nov. 34
Ryan Aeronautical Co. (s)	Oct. 119

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**Safety**

Belts, Automobile (s)	Dec. 87
Camera Check (s)	Sept. 120
Check Points (s)	Dec. 58
Posters (s)	Oct. 134
Risk Management	July 47
Selling (s)	Nov. 109
St. Helen's Pulp and Paper Co.	Oct. 45
St. Regis Paper Co.	Nov. 53
<b>Sales</b>	
<i>Fewer Sales at Sixty</i>	July 39
<i>How Much Thinking before Buying?</i>	Aug. 38
Promotion (s)	Sept. 34, Nov. 97
Retail; Wholesale; Manufacturing; Exports; Imports; Farm Receipts; See <i>Compass Points of Business</i>	
<i>Some Do's and Don'ts of Selling</i>	Sept. 48
<i>Three Guides to Profit Control</i>	Nov. 57
<i>Train Now for '56 Sales</i>	Sept. 53
<i>See also, Sales and Distribution</i>	
Sales and Distribution	Sept. 111, Nov. 75, Dec. 77
Sales Executives Club of New York (s)	Dec. 77
Salesmanship (s)	Nov. 76
Sandwich Core Structures (s)	July 63
Schenley Industries, Inc.	Oct. 88
Schultz, Andrew J.	Dec. 46
Schwanhauser, Edwin J.— <i>Presidents Wanted</i>	Dec. 39
Schwartz, Dr. Louis (s)	Oct. 34
Sciaky Brothers, Inc. (s)	Sept. 132
Science Research Associates of Chicago	July 39
Scott-Atwater Manufacturing Co. (s)	Nov. 97
Scott Paper Co.	July 51, Oct. 69
Screen Engineering Co., Inc.	Aug. 35

Screening, Plastic-Coated Glass Fiber (s)	Dec. 58
Screw-feeder, Automatic (s)	Sept. 133
Seares, Allen N.	Oct. 95
Sears, Roebuck and Co.	Nov. 41, Nov. 53
Security Mutual Life Insurance Co. (s)	Nov. 75
Selas Corp. of America (s)	Nov. 70
Selling Costs (s)	Dec. 77
Shafer, Charles B.	Oct. 88
Shaw-Randall Co.	Nov. 56
Shaw-Walker Co. (The)	Oct. 59
Sheen, Robert T. (s)	Dec. 34
<i>Sheet Forming</i>	Nov. 53
<i>Sherman Act—An Outlook on Mergers</i>	Oct. 45
Sherman Paper Products Corp. (s)	July 64
Shippers Car Line Corp. (s)	Aug. 83
Shipping Container (s)	Aug. 85

*Shipping Legislation—How Will New Key Legislation Affect Industrial Shipping?*

Short, C. M.— <i>What's Ahead for Canada?</i>	Nov. 46
Shwayder Brothers, Inc. (s)	Sept. 69
Signature Co.	Dec. 23
Signode Steel Strapping Co. (s)	Oct. 143
Skin Diseases, Occupational (s)	Oct. 34
Sleigh, Charles R. (s)	Dec. 36
Smith, A. O. Corp.	July 36
Smith, George F.— <i>How Much Decentralization?</i>	July 31
Society of Automotive Engineers	Dec. 46
Socony Mobil Co.	Aug. 43, Oct. 88, Nov. 41
Solar Battery (s)	Oct. 33
Solenoids (s)	Dec. 92
<i>Some Do's and Don'ts of Selling</i>	Sept. 48
Spates, Thomas G. (s)	Oct. 18
Sperry Rand Corp.	Oct. 102
Standard Oil Co. (Ind.)	Nov. 41
Standard Oil Co. (Cal.)	Aug. 42, Nov. 41
Standard Oil Co. (N. J.)	Aug. 44
Standard Register Co.	Oct. 102
Standards, Industrial (s)	Sept. 36
Stanford Research Institute	Dec. 46
Steam Generators (s)	Aug. 83
Steel Channels—Model-making (s)	Oct. 143
Steel Tube Bundling Machine	Nov. 68
Stock Split (PV)	Dec. 23
Stockholders, Employee— <i>Employees Buy Into the Company</i>	Aug. 42
<i>Limiting the Risks in Employee Stock Plans</i>	
Stolk, William C. (s)	Nov. 41
Stone, David Martin (s)	Dec. 86
Storage Rack, Live (s)	Nov. 75
Converted (s)	Dec. 91
Stowell, Leon C.— <i>Paths To Leadership</i>	Oct. 37
Structo System, Inc. (s)	Oct. 143
Suggestion Systems (s)	Oct. 133, Dec. 86
Sullivan, Fred J.	Oct. 82
Sun Chemical Corp.— <i>How to Diversify and Centralize</i> , Ralph C. Persons, Pres.	Sept. 41
Sun Oil Co.	Nov. 41
Sundstrand Corp.	Oct. 37
Superior Tube Co.	Oct. 42
Supplemental Unemployment Benefit Plans	Dec. 50
Swager, William L.	Dec. 88
Sylvania Electric Products, Inc. (s)	Oct. 52

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Table, Rotary Indexing (s)	Sept. 132
Tann Corp. (s)	Oct. 146
Tantalum	Oct. 44
Te'cPromptTer Corp. (s)	Nov. 116

**Testing and Control**

Cameras, Industrial Use (s)	Oct. 119
Comparator (s)	Nov. 113
Computer (s)	Sept. 133
Electronic Counter (s)	Aug. 83
<i>Fifteen Beginnings of Office Automation</i>	Oct. 55
<i>What They've Learned in 20 Years Against Corrosion</i>	Aug. 36
<i>Your Guide to Better Handling</i>	Sept. 75
Textured Yarn Co. (s)	Nov. 72
Thompson, Chester C.	Nov. 46
Thompson, Joseph C. (s)	Nov. 97
<i>Three Guides to Profit Control</i>	Nov. 57
Time to Reflect, A. (Editorial)	Dec. 11
Timken Roller Bearing Co. (s)	Dec. 79
Titan Products Co. (s)	Nov. 114
Titanium—At Work (s)	Aug. 66
Problems (s)	Dec. 59
Zirconium: New Metal for Industry?	Oct. 42
Toledo Scale Co.	July 37
Tool Kit, Junior (s)	Sept. 131
Tools (s)	Nov. 72
Pneumatic (s)	Aug. 87
Throw-away (s)	Dec. 69
Toro Manufacturing Co. (s)	Aug. 87
Tote System, Inc. (s)	Aug. 83
Toys—Design (s)	Sept. 34
Tractor Attachment (s)	July 85
Trade Shows (s)	Dec. 77

Train Now for '56 Sales	Sept. 53
Trainer, J. Edward (s)	July 14
Trane Co. (s)	Oct. 146
Transformer Tank, Steel (s)	Dec. 69
Travel, Business— <i>Pleasure, Profits and Passports</i>	Oct. 49
Trend of Business, The	July 21, Aug. 25, Sept. 19
Trescott Co. (s)	Oct. 23, Nov. 13, Dec. 13
Tumble Painting Unit (s)	Nov. 72
Turbines, Gas (s)	Sept. 131

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Underwood Corp.— <i>Paths to Leadership</i> , Leon C. Stowell, Pres.	Oct. 37
Underwood Corp.	Oct. 102, Nov. 116 (s), Dec. 92
Unemployment, See <i>Compass Points of Business</i>	
Union Carbide and Carbon Corp.	Oct. 90
Union Paper Corp.	Oct. 45
Unit Drop Forge Co. (s)	Nov. 109
Unit Load Car Corp. (s)	Dec. 91
United Chromium, Inc. (s)	July 64
United Medical Service, Inc.	Oct. 90

### United States Government

Army Engineers (s)	Dec. 58
Atomic Energy Commission	Oct. 42
Commerce, Department of	Oct. 49, Nov. 46
Federal Trade Commission	Oct. 45
Justice, Department of	Oct. 45
Mines, Bureau of	Oct. 42
Naval Research, Office of	Dec. 46, 58 (s)
U. S. Steel Corp.	Oct. 59, Nov. 26 (s), Dec. 69 (s)
U. S. Testing Co. (s)	Oct. 120
United Steelworkers of America, CIO (s)	Nov. 110
Universal CIT Credit Corp.	Oct. 90
University of Illinois (s)	Oct. 125
Upjohn Co. (s)	Oct. 120
Urick, Lyndall F. <i>The Purpose of a Business</i>	Nov. 51

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Vaco Products Co. (s)	Sept. 131
Valley-National Corp.	Nov. 53
Varnum, Edward C.	Dec. 46
Vascoloy-Ramet Corp. (s)	Dec. 69
Vaszonyi, Andrew and Hebenstreit, W. B.	Dec. 88
Villers, Raymond— <i>Three Guides to Profit Control</i>	Nov. 57
Visking Corp. (s)	July 66
Vocational Training (s)	Oct. 35
Voice of Industry	July 12, Aug. 12, Sept. 12
Oct. 12, Nov. 26, Dec. 30	
Vulcanized Fiber—Industrial Use (s)	Dec. 74

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Wall Colmonoy Corp. (s)	July 63, Dec. 59
Wall Covering, Simulated Brick	Nov. 56
Ward, A. W. (s)	Dec. 79
Warehousing	Sept. 75
Washington University— <i>Train Now for '56 Sales</i> , Charles L. Lapp, Prof.	Sept. 53
Weekly Business Signposts	July 21, Sept. 19, Oct. 23
Dec. 13	
Weeks' Report	Nov. 46
Welders, Semi-Automatic (s)	July 63
Western Electric Co., Inc.	Oct. 90
Western Union Telegraph Co.	Oct. 57
Westinghouse Electric Corp. (s)	July 36, Dec. 79
Nov. 85 (PV)	
Weston Electrical Instrument Co.	Oct. 80
Weyerhaeuser Timber Co.	Sept. 119
What Did the Unions Win from GAW?	Dec. 50
What Is Operations Research?	Dec. 46
What They've Learned in 20 Years Against Corrosion	Aug. 36
What's Ahead for Canada?	Sept. 46
Whiteside Manufacturing Corp. (s)	July 79
Whiting Corp. (s)	Nov. 115
Why Businesses Fail— <i>Risk Management</i>	July 49
Wholesale Prices and Inventories, See <i>Compass Points of Business</i> and <i>Weekly Business Signposts</i>	
Wicking Material (s)	Oct. 146
Wide Screens (s)	Oct. 140
Willys-Overland Export Corp.	Oct. 45
Wishart, Paul B. (s)	Oct. 12
Wissmann, Harry B.	Dec. 88
Wood Conversion Co. (s)	Sept. 66
Worthington Corp.— <i>Presidents Wanted</i> , Edwin J. Schwanhauser, Pres.	Dec. 39
Worthington Corp. (s)	Dec. 79

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Yale & Towne Manufacturing Co.	July 37, 86 (s)
Your Guide to Better Handling	Sept. 75
Zirconium: New Metal for Industry?	Oct. 42
Zirconium Metals Corp.	Oct. 44

## SCANNING THE

### *Executive Bookshelf*

Each month the Executive Bookshelf, a DUN'S REVIEW AND MODERN INDUSTRY feature, reviews a number of current books pertaining to the business world and associated subjects of special interest to the business man. The books reviewed during July-December 1955 are listed below under the name of the author.

American Management Association <i>Know Your Packaging Materials</i>	Sept. 71
<i>Tested Approaches to Cutting Production Costs</i>	Aug. 57
Ball, John, and Williams, Cecil B. <i>Report Writing</i>	Sept. 71
Bardes, Philip and others, ed. <i>Montgomery's Federal Taxes</i>	Dec. 81
Bartle, Franklin W. <i>How to Manage Industrial Advertising</i>	Nov. 79
Brewer, Allen F. <i>Basic Lubrication Practice</i>	July 69
Carroll, Phil <i>Foremen Can Control Costs</i>	Sept. 71
Clymer, Floyd <i>Henry's Wonderful Model T</i>	Dec. 81
Ellis, William D., and Siedel, Frank <i>How to Win the Conference</i>	Dec. 81
Epstein, Ralph C. <i>How to Invest Your Money</i>	July 69
Ernst, Morris L. <i>Utopia 1976</i>	Nov. 79
Galbraith, John Kenneth <i>The Great Crash, 1929</i>	July 69
Golden, Clinton S., and Parker, Virginia D., ed. <i>Causes of Industrial Peace under Collective Bargaining</i>	July 69
Hausner, Henry H., and Roboff, Stanley B., ed. <i>Materials for Nuclear Power Reactors</i>	Aug. 57
Hegarty, Edward J. <i>How to Make Your Sales Meetings Sell</i>	Aug. 57
Hodnett, Edward <i>The Art of Problem Solving</i>	Nov. 79
Illinois Institute of Technology <i>Proceedings of the American Power Conference</i>	Dec. 81
Industrial Hygiene Foundation, Mellon Institute <i>An Annotated Bibliography on Noise, Its Measurement, Effects, and Control</i>	Sept. 71
Ireson, W. Grant, and Grant, Eugene L., ed. <i>Handbook of Industrial Engineering and Management</i>	Sept. 71
Kelley, Pearce C., and Lawyer, Kenneth <i>How to Organize and Operate a Small Business</i>	Dec. 81
Klingman, Herbert F., ed. <i>Management Planning and Control: an Annotated Bibliography</i>	July 69
Lake, Carroll <i>Public Relations—Handbook of Answers</i>	Sept. 71
Livingston, Robert Teviot and others <i>Selected Reading List on Human Relations in Management</i>	Sept. 71
Lloyd, Lewis E. <i>Tariffs: The Case for Protection</i>	July 69
Lustman, Benjamin, and Kerze, Frank H. <i>The Metallurgy of Zirconium</i>	Dec. 81

McLarney, William J. <i>Management Training: Cases and Principles</i>	Nov. 79
Maier, Norman R. F. <i>Psychology in Industry</i>	Sept. 71
Miller, Max <i>Speak to the Earth</i>	Sept. 71
Nadler, Marcus <i>The Money Market and Its Institutions</i>	Dec. 81
Newcomer, Mabel <i>The Big Business Executive</i>	Dec. 81
Phillips, David C. <i>Oral Communications in Business</i>	Sept. 71
Reilly, William J. <i>How to Make Your Living in Four Hours a Day</i>	Sept. 71
Stearns, Linhart <i>How to Live with Your Investments</i>	Sept. 71
Thomson, George <i>The Foreseeable Future</i>	Dec. 81
Trademark Management Committee <i>Trademark Management: A Guide for Businessmen</i>	Aug. 57
Uris, Auren <i>Developing Your Executive Skills</i>	Sept. 71
Wallich, Henry C. <i>Mainsprings of the German Revival</i>	Nov. 79
Warner, W. Lloyd, and Abegglen, James C. <i>Big Business Leaders in America</i>	Dec. 81
<i>Occupational Mobility in American Business and Industry</i>	Dec. 81
Wernette, Philip <i>The Future of American Prosperity</i>	Aug. 57

### Office Automation

American Management Association <i>A New Approach to Office Mechanization</i>	Oct. 112
<i>Electronic Data Processing in Industry</i>	Oct. 110
<i>Strengthening Management for the New Technology</i>	Oct. 110
<i>The Impact of Computers on Office Management</i>	Oct. 112
Berkeley Enterprises, Inc. <i>The Computerized Directory</i>	Oct. 112
Brown, R. Hunt <i>Office Automation</i>	Oct. 108
Diebold, John <i>Automation</i>	Oct. 112
Garrison, P. B. <i>Integrated Data Processing Brings Automation in Paperwork</i>	Oct. 108
Haskins and Sells <i>Data Processing by Electronics</i>	Oct. 108
International Business Machines Corp. <i>Bibliography on the Use of IBM Machines in Science, Statistics, and Education</i>	Oct. 112
Klingman, Herbert F. <i>Electronics in Business</i>	Oct. 108

### FILMS FOR MANAGEMENT

Industrial movies have become important factors in to-day's business world. To keep management abreast of the latest, DUN'S REVIEW AND MODERN INDUSTRY reviews the best of these films every other month.

Aetna Life Affiliated Companies— <i>One to a Customer</i>	Aug. 76
American Management Association— <i>You Are There at the Bargaining Table</i>	Aug. 75
American Society of Mechanical Engineers— <i>To Enrich Mankind</i>	Oct. 139
Champion Paper and Fibre Co.— <i>Production 5118</i>	Dec. 67
Continental Can Co.— <i>Man of Action</i>	Dec. 65
Dartnell Corp.— <i>Presenting Your Sales Case Convincingly</i>	Dec. 65
DuPont, E. I. du Nemours & Co.— <i>The Spray's the Thing</i>	Aug. 78
<i>What's It to You?</i>	Oct. 139
Eastman Kodak Co.— <i>Bradshaw's Billions</i>	Aug. 78
Falcon Alarm Co.— <i>Sneak Attack</i>	Dec. 67
International Business Machines Corp.— <i>Direct Line to Decision</i>	Aug. 76
Link-Belt Co.— <i>Link-Belt Shell Molding System</i>	Aug. 78
Massachusetts Institute of Technology— <i>The Search for Automation</i>	Oct. 139
Monsanto Chemical Co.— <i>The World that Nature Forgot</i>	Dec. 67
Richmond Federal Reserve Bank— <i>You and Your Money</i>	Oct. 139
Rutgers University— <i>The Story of the NLRB</i>	Aug. 78
Turco Products, Inc.— <i>Flaw Location with Dye Penetrants</i>	Aug. 78
U. S. Air Force— <i>The Air Force Procurement-Production Story</i>	Dec. 65
U. S. Chamber of Commerce— <i>People, Products, and Progress—1975</i>	Aug. 75
Westinghouse Electric Corp.— <i>A Dawn's Early Light</i>	Aug. 76

### Office Automation

American Management Association— <i>Integrating the Office for Electronics</i>	Oct. 112
International Business Machines Corp.— <i>Direct Line to Decision</i>	Oct. 114
<i>Piercing the Unknown</i>	Oct. 114
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